

1  
2  
3  
4  
5  
6 IN RE GOOGLE DIGITAL  
7 ADVERTISING ANTITRUST  
8 LITIGATION

Case No. 20-cv-03556-BLF

9 SWEEPSTAKES TODAY, LLC,  
10 Plaintiff,

Case No. 20-cv-08984-BLF

11 v.  
12 GOOGLE LLC, et al.,  
13 Defendants.

Case No. 20-cv-09092-BLF

14 GENIUS MEDIA GROUP, INC., et al.,  
15 Plaintiffs,

Case No. 20-cv-09321-BLF

16 v.  
17 ALPHABET INC., et al.,  
18 Defendants.

Case No. 21-cv-00022-BLF

19 STERLING INTERNATIONAL  
20 CONSULTING GROUP,  
21 Plaintiff,

**CASE MANAGEMENT ORDER NO. 1**

22 v.  
23 GOOGLE LLC,  
24 Defendant.

25 MARK J. ASTARITA,  
26 Plaintiff,

27 v.  
28 GOOGLE LLC, et al.,  
Defendants.

1       On February 4, 2021, the parties in the above-captioned cases appeared for a Case  
2 Management Conference. As discussed on the record at the Case Management Conference, the  
3 Court **ORDERS** as follows:

- 4             (1)      The publisher plaintiffs—namely, the plaintiffs in 20-cv-08984-BLF, 20-cv-09092-  
5                          BLF, 20-cv-09321-BLF, and 21-cv-00022-BLF—shall file a consolidated  
6                          complaint **no later than April 5, 2021**. Should the Court find that additional cases  
7                          are related, consolidation efforts shall include any publisher plaintiffs in these  
8                          cases.
- 9             (2)      The publisher plaintiffs shall file applications for appointment of a leadership  
10                         committee and lead interim counsel **no later than February 25, 2021**.
- 11            (3)      A case management conference for all related cases is set for **April 8, 2021 at**  
12                         **11am**. In lieu of filing joint case management statements pursuant to the Local  
13                         Rules, the parties shall meet and confer and submit a single submission by all  
14                         parties that identifies an agenda of issues they would like to cover and any  
15                         positions of which they would like to advise the Court. The parties shall file this  
16                         document one week before the April 8 conference. If the consolidated publisher  
17                         complaint is not on file by April 8, or good cause appearing, the parties may  
18                         request a continuance of this date.
- 19            (4)      The **April 8, 2021** hearing date for the pending motion to dismiss in the advertiser  
20                         case, 20-cv-03556-BLF, will remain as currently set.
- 21            (5)      Once the pleadings are settled with respect to the consolidated publisher complaint  
22                         and the consolidated advertiser complaint, the Court will consider whether further  
23                         consolidation is warranted.
- 24            (6)      The Court terminates as moot the pending motions to relate and to consolidate at  
25                         ECF 18, 21, and 24 in 20-cv-08984-BLF. The Court terminates as moot the  
26                         pending motion to relate at ECF 43 in 20-cv-09092-BLF.
- 27            (7)      All disputes with respect to disclosures or discovery are referred to the assigned  
28                         Magistrate Judge.

(8) The parties shall comply with the Court's standing orders, which are available on the Court's website and in the Clerk's Office.

## IT IS SO ORDERED.

Dated: February 9, 2021

Beth Ellen Freeman

---

**BETH LABSON FREEMAN**  
United States District Judge

United States District Court  
Northern District of California